

Minutes

Proofed by Gerald Smith: February 19, 2020

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, January 15, 2020
Via Conference Call

Present for the call:

Larry	Burtness	President	Yes
Jerry	Lewallen	Vice President	No
Annette	Hill	Treasurer	Yes
Gerald	Smith	Secretary	Yes
Joyce	Mascena	At-large Director	Yes
Sharon	Martin	Director - Government	Yes
Diane	Swoboda Peterson	Director - Government	Yes
Chris	Walker	Director - Government	Yes
Elizabeth	Blosser	Director - Business	Yes
Dan	Shmukler	Director - Business	Yes
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	Yes
Brian	Ernissee	At-large Director	Yes
Mark	Ladd	Immediate Past President	No
Charlie	Epperson	Advisory Council	No
Carol	Foglesong	Advisory Council	Yes
Steve	McDonald	Advisory Council	Yes
Marc	Aronson	Advisory Council	Yes
Kelly	Romeo	Advisory Council	Yes
Brent	Blankenship	Education	No
Dan	Crank	Education	No
Liz	Kelly	Membership	Yes
John	Murphy	Membership	No
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	No
Kyle	Quackenbush	Governance	Yes
Ryan	Crowley	Governance	No
Christi	Adams	Communications	No
Michael	Miller	Communications	No
Carolyn	Ableman	PRIA Local Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes

Call to Order

President Larry Burtness called the January 15, 2020, meeting of the PRIA Board of Directors to order at 11:03 a.m., ET, and declared a quorum present.

Approval of the Consent Agenda

On a motion by Diane Swoboda Peterson, and a second by Annette Hill, the board approved the Consent Agenda for the January 15, 2020, meeting as distributed.

Old Business

Document Rejections Paper

Brian Ernissee said that a summary of a potential continuation of the Document Rejections Best Practices paper was sent as an addendum to the board binder. Specifically, the work group would like to have continued dialogue and/or meetings with the LRMS vendors about how to implement the rejection codes into the LRMS software platforms. The work group seeks PRIA's continued support and resources towards this effort.

The question is whether this next step requires a new Work Project Request Form or is a continuation of the existing project request. Burtness said that no matter which direction the board decides to go, he recommends this effort include both government and business members. Carol Foglesong said that LRMS vendors typically respond to requests from their clients so the push will come from the recorder side. LRMS vendors may have the capacity to program the rejection codes but if the clients are not driving this need, the LRMS vendors will not be pressed to take the initiative.

Foglesong added that when drafting a press release, the benefits for the recorders and submitters should be emphasized.

Ernissee said that keeping the rejection reasons in the forefront would help with adoption, so a forum for that discussion would be helpful. Jana Miyasaki reiterated the push has to come from the counties.

This project extension does not require a new Work Project Request Form but only continued support by PRIA in the form of programs, newsletter articles, press releases.

The board concurred.

Pro-West eRecording Maps

Stevie Kernick said she and Mallory Robinson met for an hour yesterday with Pro-West about the components necessary to complete the eRecording maps. Pro-West is motivated now that the maps will be showcased at the Winter Symposium in six weeks. Kernick acknowledged that the board had approved posting the maps in their current state with disclaimers, but she recommended that the maps be completed and presented in their best format prior to posting.

Ernissee said that as a user of the mapping information, he would prefer waiting to see the maps in their completed form.

The board concurred and the public posting of the maps will take place following the Winter Symposium.

Winter Symposium Schedule

Kernick called the board's attention to one yet filled dual session time slot at the Winter Symposium. The Conference Committee recently discussed a program on "How to Grow Your eRecording Volume." There was some hesitation about that topic because it has been addressed several times previously.

She asked for the board's input about whether this is a viable topic for a dual session at the Winter Symposium. Foglesong said Texas recorders could really benefit from this topic because many have had a difficult time with eRecording volume. Elizabeth Blosser suggested that in light of the growth of digital closings, this is an important topic. Kernick noted that for each conference there are approximately 45-60 new attendees who have not had the value of a session on this topic. The board agreed to go forward with the increasing document volume topic.

Ernissee asked to have the Document Rejections program moved to Wednesday since this topic has been addressed on Thursday afternoon, when many people have already left, for the past three conferences. The board agreed to switch the time slots for the Document Rejections with the newly approved eRecording volume program.

New Business

Several items of new business were presented for the board's consideration.

1. Google Analytics – Kernick provided a list of the Page IDs with a representation of what pages are being hit. These page IDs should be included in the board binder periodically to track the hits on the PRIA website. Burtness said this would be especially interesting once the new website launches. Kernick suggested that digging into the Google Analytics should be the domain of the Communications Committee.
2. 2018-19 Annual Review – The 2018-19 Annual Review was performed by Joyce and Company, CPA. The Financial Oversight Committee met and reviewed the report. The committee is not recommending any transfer of funds into reserves because of the small net revenue at year-end and the recent board decision to increase the funds in the investment account with Towne Investments.

On a motion by Sharon Martin, and a second by Gerald Smith, the board accepted the reports as presented.

3. Communication Policy – Ernissee suggested that the current communications practice should be turned into a formal policy for review by the board.

Questions were posed about the capabilities of the members-only directory for which information can be made public or removed. Staff will research this further.

PRIA has both government and business members so decisions about privacy need to be cognizant of both sectors of the organization.

There two issues are related: communications with PRIA members and demographic information provided about our members primarily in the member directory but will be addressed separately.

Burtness referred these topics back to the Governance Committee.

4. ULC Drafting Committee

Marc Aronson explained that the ULC has recently formed a drafting committee on PII. The first meeting of this new committee will convene in Washington, DC, on Feb. 21-22. He will report at the Winter Symposium.

Burtness referred the following agenda items to the February 24, 2020, board meeting.

1. eNotary Tracking
2. Pennsylvania Predictable Fee Legislation
3. eSign Modernization Act

Joyce Mascena Retirement

Burtness announced that board member Joyce Mascena is retiring on April 30, 2020. She plans to join PRIA as a retired member. Mascena would like to complete her board term, which expires in August 2020 at the Annual Conference.

On a motion by Ernissee and a second by Swoboda Peterson, the board agreed to have Mascena complete her current two-year board term ending at the Annual Conference in August 2020.

Next Meeting

The next meeting of the Board of Directors will convene at 3 p.m., CT, Monday, February 24, 2020, in Austin, TX.

Adjournment

The meeting adjourned at 12:07 p.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary